

Enhancing Trade 促進貿易



Enhancing Trade

The HKTDC connects millions of international buyers and sellers quickly and efficiently through a variety of value-adding platforms. In 2008/09, our world-class trade fairs, newly revamped online marketplace and related product magazines provided a seamless solution to facilitate the sourcing of goods and services anytime, anywhere.

貿發局提供多個增值平台，迅速地把世界各地數以百萬計的買家及供應商聯繫起來。透過世界級貿易展覽會、全面革新的網上商貿平台，以及多本產品雜誌，為商家提供了一個完美的方案，讓他們隨時隨地物色產品及服務供應商。

World-Class Trade Fairs

In 2008/09, the HKTDC organised 33 fairs. Eight are the largest in Asia, and two are the biggest of their kind in the world. Amid the current economic downturn, we established a balanced portfolio of merchandise and service fairs that have enhanced our reputation as Asia's premier trade-fair organiser.

A Fresh New Look: hktdc.com

Our website address was officially changed to hktdc.com in April 2008, in line with the HKTDC's new corporate branding strategy. In July, the trade portal was revamped and transformed into an online marketplace that makes sourcing more efficient for buyers and sellers. The search function has been enhanced, with third-party verification features. This helps assure buyers' confidence in the suppliers listed on the online marketplace.

Integrated Marketplace Adds Value

The HKTDC's key functions – trade fairs, publications and website – work together seamlessly to provide a trusted, three-in-one marketplace for international buyers and suppliers to promote or source products and services. Our critical mass lies in:

- more than 587,000 visitors worldwide to our fairs
- more than 700,000 buyers and 100,000 suppliers registered with the databank of hktdc.com
- 15 product magazines and dozens of supplements, creating a readership of five million across some 200 countries and regions
- more than three million business connections made through the HKTDC online platform, which matches buyers and sellers while providing contact information for both parties

Bundled packages were launched to encourage cross-utilisation of the three services, with the number of online paying advertisers increasing by 23 per cent over last year.

世界級貿易展覽會

在2008/09年度，貿發局主辦了33項展覽，其中八項為亞洲之最，其中兩項展覽更位列全球第一。雖然面對經濟低迷，貿發局同時舉辦產品及服務的展覽會，兩者保持適當的平衡，提升我們作為亞洲優質貿易展覽會主辦機構的地位。

貿發網換上全新形象

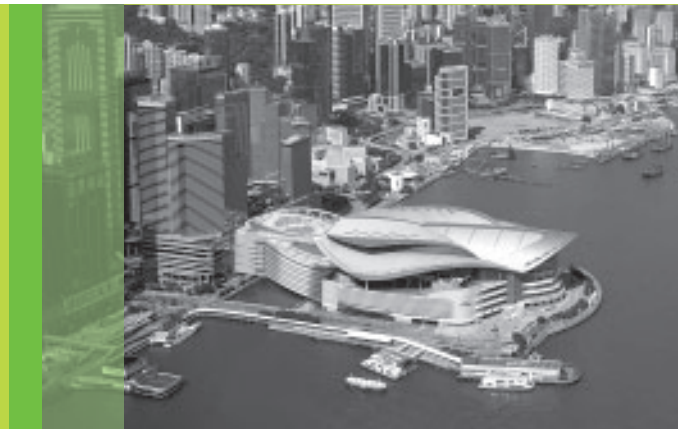
2008年4月，貿發局的網址正式更改為hktdc.com，以配合其新企業品牌策略。在7月，貿發網換上全新面貌，打造成網上商貿平台，更方便買家進行網上採購。我們改進了搜尋功能，並加上第三方認證的資訊，使買家對網站上列出的供應商更有信心。

三合一貿易平台

貿發局的三大主要服務——貿易展覽會、刊物及網站緊密協調，為全球買家及供應商提供全天候三合一採購平台，讓他們推廣或物色產品及服務。此平台的關鍵用戶群來自：

- 超過587,000名來自世界各地參觀我們貿易展覽會的人士
- 超過700,000名買家及100,000名供應商，為www.hktdc.com的登記用戶
- 15類產品雜誌及數十本特刊讀者人數達500萬，遍佈200個國家及地區
- 香港貿發局的網上平台為買家及供應商建立了超過300萬個商貿聯繫，讓他們取得對方的聯絡資料

促進貿易

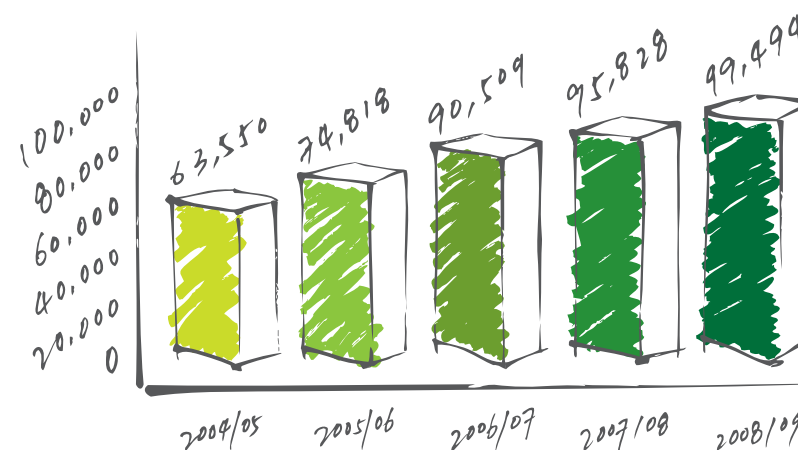


Expanding the Hong Kong Convention & Exhibition Centre (HKCEC)

Our expansion of the HKCEC is rooted in our commitment to strengthening Hong Kong's position as Asia's trade-fair capital by providing the best-possible service and venue for customers. The HK\$1.4 billion project took 34 months to complete, adding 19,400 square metres of exhibition space, which makes room for 1,000 more booths. This provides relief for the many exhibitors who have waited years to participate in HKTDC trade fairs.

Rising Trade-Fair Visitors from the Chinese Mainland

參觀香港貿發局展覽會的中國內地買家數目



The number of visitors from the mainland to HKTDC trade fairs continues to increase, demonstrating a keen demand for quality products and recognition of our sourcing platforms. Last year, the number of visitors from the mainland to HKTDC trade fairs continued to rise, reflecting their keen demand for quality products and recognition of our sourcing platforms.

我們推出了特惠推廣計劃，鼓勵使用者同時使用上述三項服務。去年，網上付款廣告客戶的數目因此而上升23%。

擴建會展中庭

為了鞏固香港作為亞洲貿易展覽之都的地位，我們擴建會展中庭，為客戶提供更佳的服務及場地。擴建工程耗資14億港元，歷時34個月，增加額外19,400平方米的展覽空間，可容納1,000個展位，令輪候多時的參展商終於有機會參加我們的貿易展覽會。

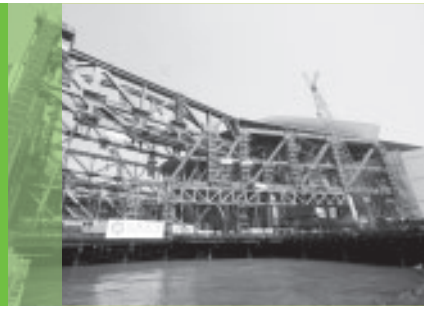
Fast Facts

- More than 28,000 exhibitors participated in our fairs, with half of them coming from outside Hong Kong
- The average number of daily user sessions of hktdc.com reached 160,000, and the average number of daily page views reached about one million
- The HKCEC expansion has resulted in approximately 66,000 square metres of exhibition space now available in downtown Hong Kong
- The HKTDC's customised business-matching service showed a success rate of 90 per cent, according to an HKTDC survey

資料概覽

- 超過28,000名參展商參加我們的展覽會，其中半數來自香港以外
- hktdc.com每日平均使用量為16萬人次，每日的平均瀏覽量為100萬頁
- 擴建會展中心中庭，使現時市區的展覽場地增加至約66,000平方米
- 客戶調查顯示，商貿配對的成功率達90%

Expanding the HKCEC: how we enlarged Hong Kong's trade-fair space 擴建會展中心：擴大貿易展覽場地



The project begins with
massive cranes moving
giant steel trusses
項目採用了大型吊機搬動
巨型金屬鋼架



To maintain HKCEC
operations, a temporary
pedestrian tunnel is built
為維持會展中心的日常運作而
建造的臨時通道



Flooring is finished
at the expanded
exhibition hall
工人為展覽館擴展的
部份鋪砌地板

April 2008



The world's largest gift fair, the HKTDC Hong Kong Gifts & Premium Fair, kicks off with 3,909 exhibitors
世界最大型的禮品展——香港貿發局香港禮品及贈品展，吸引3,909名參展商



A new zone, "Paintings, Objets d'Art and Art Supplies," is introduced at the HKTDC Hong Kong Houseware Fair, showcasing fine home furnishing, which builds on HKTDC promotions of Hong Kong as a lifestyle hub
香港家庭用品展新增「繪畫、藝術作品及美術用品展區」，展出各款富有藝術氣息的家器擺設，推動香港作為生活品味及潮流中心



Our website, hktcdc.com, is officially launched as an online marketplace fully integrated with our exhibitions and product magazines
貿發網hktcdc.com換上全新面貌，成為一個網上商貿平台，並結合展覽會及產品雜誌的優勢

April 2008

July 2008



The HKTDC Hong Kong Book Fair sets a new attendance record. Nearly 830,000 visitors came to the 2008 edition of this annual cultural event, featuring more than 180 programmes co-organised with various cultural institutes and publishers
香港書展入場人數再創新高，2008年有接近83萬入場參觀，參與這一年一度的文化盛會。書展期間，貿發局與多個文化團體及出版商攜手舉辦超過180項活動

July 2008

July 2008



Nearly 300 brands and properties are showcased at the HKTDC Hong Kong International Licensing Show, which attracts close to 10,000 licensors, licensing agents, manufacturers and franchisers from around the world
香港國際專利授權展展出近300個品牌及授權項目，吸引近1萬名來自世界各地的的授權商、授權代理、製造商及連鎖經營商入場參觀



The inaugural HKTDC Hong Kong International Wine Fair is launched, promoting wine and related products of 240 exhibitors from 25 countries and regions. More than 8,750 trade visitors attended the fair, which helped position Hong Kong as Asia's wine-trading hub
首屆香港國際美酒展展出240家來自25個國家及地區的參展商的酒類及相關產品。展覽會吸引超過8,750名貿易買家入場參觀，提升香港作為酒類貿易中心的地位

August 2008



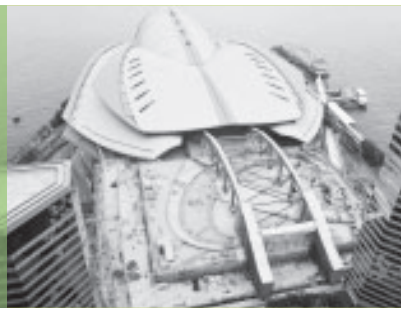
The 27th HKTDC Hong Kong Watch & Clock Fair features more than 760 exhibitors from 19 countries and regions. Raymond Yip, Assistant Executive Director of the HKTDC (centre), greets the international media
助理總裁葉澤恩(中)於記者會上介紹第27屆香港鐘表展的詳情，展覽會吸引超過760家來自19個國家及地區的參展商

September 2008

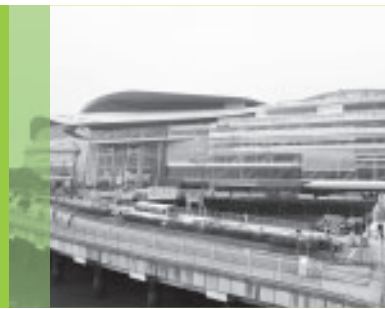


Eco Expo Asia, Hong Kong International Furniture Fair, Hong Kong International Building and Decoration Materials & Hardware Fair and Sports Source Asia are staged at AsiaWorld-Expo. Officiating guests at the joint opening ceremony for the first three fairs include Hong Kong SAR Government Secretary for the Environment Edward Yau (third from left) and Executive Director Fred Lam (third from right)
國際環保博覽、香港國際家具展、香港國際建築裝飾材料及五金展和亞洲運動用品展，同期在亞洲國際博覽館舉行。主持首三個展覽會的聯合開幕典禮的嘉賓包括香港特區政府環境局局長邱騰華(前排，左三)及總裁林天福(右三)

October 2008



The roof is fitted to serve as a green zone that will enhance the environment and reduce heat absorption
會展中心的頂部將變為綠化帶，美化環境及減低吸熱



The west facade nears completion. At no time during construction is harbour reclamation required
擴建部份的西翼接近完成階段，工程的巧妙之處是施工期間完全毋須填海



Finishing touches: the expansion is completed in mid-April, in time for the HKTDC Hong Kong Electronics Fair (Spring Edition)
擴建工程趕及在4月中香港貿發局香港春季電子產品展舉行前完成

Looking Ahead:
in its first year, the expansion should bring Hong Kong an extra economic benefit of HK\$1.46 billion
來年展望：會展擴建工程落成後的首年，將為香港帶來港幣14.6億元經濟效益

October 2008



Customers appreciate the decision to make HKTDC product magazines the official publications of their corresponding trade fairs. In October, *Lighting Magazine*, formerly a supplement, becomes our newest publication
10月份，我們把燈飾特刊正式轉為定期出版的燈飾雜誌。貿發局出版的產品雜誌於年內被定為相關行業貿易展覽會的大會指定刊物

November 2008



With more than 520 exhibitors showcasing the latest eyewear designs, optical technology, retail and related services, the HKTDC Hong Kong Optical Fair offers a one-stop sourcing experience for international buyers
超過520參展商參與香港眼鏡展，展示最新款的眼鏡款式、光學技術、零售及相關服務，為國際買家提供一站式採購服務



Dun & Bradstreet (HK) Ltd's Hong Kong and Taiwan General Manager Alexander Lo (left), HKTDC's Director of Publications and E-Commerce Clare Wong (centre) and Intertek Testing Services Hong Kong Ltd's Executive Vice President Paul Yau (right) agree to provide hktcd.com with third-party verification and authentication services. This assures buyers that they can place their trust in the hktcd.com online marketplace
hktcd.com夥拍鄧白氏及天祥提供第三方認證及驗證服務，使買家對網站上列出的供應商更有信心。(由左至右)：鄧白氏商業資料(香港)有限公司總經理羅立基、貿發局刊物出版及電子商貿總監黃思慧及Intertek集團執行副總裁姚建雄，於酒會上表示會合力建立最可靠的網上商貿平台

December 2008

December 2008



The HKTDC launches Asia's first mobile info site for exhibitions, allowing users to register and access fair details, event schedules and the e-newsletter *Fair Daily* via a mobile phone
貿發局推出亞洲首個網上資訊站，使用者可利用手機進行網上買家登記，並可瀏覽展覽會詳情、活動時間表及每日展訊



The 40th Hong Kong Fashion Week for Fall/Winter, the largest show of its kind in Asia and the second-largest in the world, features 1,400 exhibitors from 23 countries and regions
第40屆香港時裝秋冬系列是亞洲最大型的時裝展覽，在全球則排行第二，共吸引1,400名來自23個國家及地區的參展商

January 2009

March 2009



The International Jewellery Design Excellence Award debuts at the HKTDC Hong Kong International Jewellery Show. The Champion of the Champions prize went to local designer Joey Cheung Lai Yee for "Eternity Blooming"
香港國際珠寶展首次舉辦國際珠寶設計大獎，比賽大獎——「冠軍中的冠軍」由本地設計師張麗兒設計的「Eternity Blooming」奪得



The HKTDC Customised Business Matching helps customers search, identify and screen potential business partners. This fiscal year, the service handled more than 3,000 business-matching enquiries. A visitor from the Netherlands discusses opportunities with a Hong Kong businessman
我們個人化的商貿配對服務為客戶物色潛在的業務夥伴。過去一年，我們共處理超過3,000項查詢，圖為一名來自荷蘭的訪客與香港商人洽談合作機會

March 2009